

# City Planning & Community Investment



# City Planning & Community Investment



## Mission Statement

To work with and for the residents of San Diego, under the Mayor's direction and City Council policy to formulate, plan, implement, and maintain a vision for the City's wise use of land and resources for the betterment of present and for future San Diegans' economic and social wealth, aesthetics, and quality-of-life, in a manner that is sustainable and protective of the region's special natural environment.

## Department Description

This newly constituted department combines Planning, Economic Development, and Redevelopment to integrate the City's development strategy, policies, and visioning processes with some of its major implementation tools. The Department is organized into four divisions: Community Planning, Urban Form Planning, Economic Development, and Redevelopment. Additionally, the Department includes the Facilities Financing Program that monitors development agreements, and formulates and administers a variety of funds used to finance public facilities in community plan areas throughout the City.

## Service Efforts and Accomplishments

The General Plan Housing Element update was adopted by the City Council in December 2006. The General Plan is the foundation upon which all land use decisions in the city are based.

The Public Review Draft of the General Plan was released in October 2006.

A draft of the Environmental Impact Report (EIR) for the General Plan Update was made available for public review in calendar year 2007.

The Pedestrian Master Plan Citywide Implementation Framework report was completed in December 2006. This report provides specific actions to implement General Plan policies.

Work continued on updates to the Otay Mesa and Ocean Beach Community Plans. These plans address and implement more localized community planning needs for these areas.

# City Planning & Community Investment

## Service Efforts and Accomplishments

The Otay Mesa Community Plan Traffic Study review and transportation modeling was completed.

25 Community Plan Amendments were processed.

42 community planning groups were provided training on their role in the land use process.

262 acres of Multiple Species Conservation Program (MSCP) habitat was conserved for a total of 48,000 MSCP acres conserved in the city.

The Community Planning Division transitioned to a new work plan focusing on policy, implementation and special projects/plan updates starting with the Barrio Logan Community Plan Update and a master plan for the Grantville Redevelopment Project Area.

The Business Enhancement, Attraction, and Retention (BEAR) Team provided targeted technical, permitting (46 permits), and incentive assistance to 26 businesses. The BEAR Team assisted 21 business in the incentive zones (37 permits) resulting in an estimated \$21 million of new private sector investment.

The Office of Small Business provided project and contract management services in more than 15 neighborhoods and business assistance and development services to more than 50 non-profit organizations developing economic opportunities and promoting the City as a tourist destination.

A "pay and display" advanced-technology parking meters pilot program was implemented in the Downtown Parking District in Fiscal Year 2007.

The San Diego Regional Enterprise Zone was conditionally approved by the State of California. The Enterprise Zone stimulates business investments in economically disadvantaged areas.

The Community Development Block Grant (CDBG) Program administered funding for public improvements including: 808 public facilities, one homeless center, nine parks and recreational facilities, street improvements, 47 sidewalks and four health facilities. CDBG funds supported agencies that provided minor rehabilitation to 336 low and moderate income households.

The Redevelopment Agency secured a \$10 million line of credit for the North Park Project Area.

The Redevelopment Agency celebrated the completion of a number redevelopment projects including the reopening of the historic North Park Theatre, the completion of a public parking garage, the completion of 358 residential housing units in North Park, and the completion of a \$35 million mixed-use transit oriented development in Linda Vista.

The Redevelopment Agency has been instrumental in the recent completion 164 affordable housing units. An additional 458 units have been approved and are in various stages of construction, with 318 additional units under review.

Eight financing plans or amendments were updated and two reimbursement agreements were updated that plan for the funding of public facilities.

# City Planning & Community Investment

## Budget Dollars at Work

- Processed historic designations for 71 building properties, completed three historic resources area surveys, and processed four historic district designations
- Entered into more than 100 new Mills Act contracts with property owners for the protection of designated historical resources
- Obtained \$3 million in regional, state and federal grant funding to study and implement multimodal roadway improvements aimed at improving bicycle, pedestrian, and transit and auto traffic mobility along urban corridors
- Provided \$2.6 million in loans to small businesses and leveraged an additional \$3.0 million in private capital loans to small businesses
- Assisted more than 2,000 entrepreneurs with business start-up and expansion information
- Managed 16 Community Development Block Grant (CDBG) Section 108 loan portfolios totaling \$39.4 million
- Managed 6,500 acres of city redevelopment project areas
- Reviewed and determined development project impact fees for 901 building plan files
- Collected \$42.8 million in development fees to fund public facilities

## Department Summary

City Planning & Community Investment				
	FY 2006 BUDGET	FY 2007 BUDGET	FY 2008 PROPOSED	FY 2007-2008 CHANGE
Positions	70.74	77.25	109.45	32.20
Personnel Expense	\$ 7,356,057	\$ 7,491,591	\$ 11,550,545	\$ 4,058,954
Non-Personnel Expense	\$ 1,867,519	\$ 1,930,031	\$ 7,491,425	\$ 5,561,394
TOTAL	\$ 9,223,576	\$ 9,421,622	\$ 19,041,970	\$ 9,620,348

## Department Staffing

	FY 2006 BUDGET	FY 2007 BUDGET	FY 2008 PROPOSED
<b>GENERAL FUND</b>			
<b>City Planning and Community Investment</b>			
Community Planning	12.60	23.75	20.75
Community Services	0.00	0.00	9.00
Economic Development Activity Group	0.00	0.00	18.00
Economic Development-Mgmt	0.00	0.00	1.00
General Plan	13.40	6.00	5.00
Management	4.68	4.00	4.00
Multiple Species Conservation Program	3.00	3.00	3.00
Park Planning Activity Group	0.00	0.00	7.00
Public Involvement and Communications	1.00	0.00	0.00
Support Services	11.00	13.50	15.70
Transportation Planning	10.00	10.00	10.00
<b>Total</b>	<b>55.68</b>	<b>60.25</b>	<b>93.45</b>

# City Planning & Community Investment

## Department Staffing

	FY 2006 BUDGET	FY 2007 BUDGET	FY 2008 PROPOSED
<b>FACILITIES FINANCING FUND</b>			
<b>Facilities Financing</b>			
Facilities Financing	15.06	17.00	16.00
<b>Total</b>	<b>15.06</b>	<b>17.00</b>	<b>16.00</b>
<b>DEPARTMENT TOTAL</b>	<b>70.74</b>	<b>77.25</b>	<b>109.45</b>

## Department Expenditures

	FY 2006 BUDGET	FY 2007 BUDGET	FY 2008 PROPOSED
<b>GENERAL FUND</b>			
<b>City Planning and Community Investment</b>			
Community Planning	\$ 1,630,905	\$ 2,860,953	\$ 2,583,143
Community Planning	\$ -	\$ (608,166)	\$ (244,063)
Community Services	\$ -	\$ -	\$ 1,183,938
Economic Development Activity Group	\$ -	\$ -	\$ 5,193,545
Economic Development-Mgmt	\$ -	\$ -	\$ 187,719
General Plan	\$ 1,410,157	\$ 736,851	\$ 643,090
Management	\$ 664,989	\$ 603,859	\$ 652,898
Multiple Species Conservation Program	\$ 433,298	\$ 430,238	\$ 445,498
Park Planning Activity Group	\$ -	\$ -	\$ 768,770
Public Involvement and Communications	\$ 93,481	\$ 2,414	\$ 2,414
Support Services	\$ 1,344,168	\$ 1,553,753	\$ 3,616,322
Transportation Planning	\$ 1,269,566	\$ 1,266,822	\$ 1,338,127
<b>Total</b>	<b>\$ 6,846,564</b>	<b>\$ 6,846,724</b>	<b>\$ 16,371,401</b>
<b>FACILITIES FINANCING FUND</b>			
<b>Facilities Financing</b>			
Facilities Financing	\$ 2,377,012	\$ 2,574,898	\$ 2,670,569
<b>Total</b>	<b>\$ 2,377,012</b>	<b>\$ 2,574,898</b>	<b>\$ 2,670,569</b>
<b>DEPARTMENT TOTAL</b>	<b>\$ 9,223,576</b>	<b>\$ 9,421,622</b>	<b>\$ 19,041,970</b>

# City Planning & Community Investment

## Significant Budget Adjustments

### GENERAL FUND

City Planning and Community Investment	Positions	Cost	Revenue
<b>Salary and Benefit Adjustments</b> Adjustments to reflect the annualization of the Fiscal Year 2007 negotiated salary compensation schedule, changes to average salaries, retirement contributions, retiree health contributions, and other benefit compensation.	0.00 \$	947,847 \$	0
<b>Transfer from Community and Economic Development Department</b> Transfer of positions and related non-personnel expense for programs including Business Expansion and Retention, Business Finance, Community Development Block Grant, and fiscal and administrative support. This transfer also includes the Homeless Services Coordinator position.	31.20 \$	9,049,004 \$	2,213,630
<b>Park and Recreation Transfer</b> Transfer of 7.00 positions, associated non-personnel expense, and revenue from the Park Planning Division of the Park and Recreation Department to capitalize on improved efficiencies within the Department.	7.00 \$	768,770 \$	90,000
<b>Non-Discretionary</b> Adjustments to reflect expenses that are determined outside of the Department's direct control. Examples of these adjustments include utilities, insurance, and rent.	0.00 \$	207,091 \$	0
<b>Increase to Retiree Health Care-Other Post-Employment Benefits (OPEB)</b> Addition of funds to be applied towards the total liability for retiree health care.	0.00 \$	196,849 \$	0
<b>City Heights Urban Village Loan Adjustment</b> Funding for the repayment of the City Heights Urban Village Housing and Urban Development 108 Loan.	0.00 \$	125,910 \$	0
<b>Support for Public Information Services</b> Additional funding for public information support to be provided by the Redevelopment Agency.	0.00 \$	105,000 \$	0
<b>Adjustments to Gas Tax and TransNet Revenues</b> Overall Gas Tax and TransNet revenue is projected to increase for Fiscal Year 2008, one percent and three percent respectively. However, some departments realized a reduction in TransNet revenue as the result of the consolidation of the revenue into departments that perform the majority of transportation related activities: General Services - Streets Division, and Engineering and Capital Projects.	0.00 \$	0 \$	(1,004,205)

# City Planning & Community Investment

## Significant Budget Adjustments

### GENERAL FUND

City Planning and Community Investment	Positions	Cost	Revenue
<b>Revised Revenue</b>	0.00 \$	0 \$	(653,021)
Adjustment to Fiscal Year 2007 revenue to reflect Fiscal Year 2008 revenue projections.			
<b>Transient Occupancy Tax Special Promotional Adjustments</b>	0.00 \$	0 \$	127,645
Revenue increase due to a shift in citywide contract administration responsibility.			
<b>General Fund Savings Proposal</b>	0.00 \$	(43,236) \$	0
Department submitted reduction proposal.			
<b>Support for Information Technology</b>	0.00 \$	(247,768) \$	0
Funding is allocated according to a zero-based annual review of information technology funding requirements and priority analyses.			
<b>Vacancy Savings</b>	0.00 \$	(467,278) \$	0
Adjustments in personnel expense from positions that are projected to be vacant for a period of time in Fiscal Year 2008 due to personnel transition and salary differentials for new employees.			
<b>Savings from Business Process Reengineering (BPR) and the Five-Year Financial Outlook</b>	(5.00) \$	(523,599) \$	(89,877)
Expenditure adjustments in personnel and non-personnel expenses as a result of position reductions and BPR.			
<b>Public Use Lease Adjustment</b>	0.00 \$	(593,913) \$	0
Adjustment for the estimated Public Use Lease Payment and Reserve for Las America, Imperial Marketplace, and Marketplace at the Grove.			

### FACILITIES FINANCING FUND

Facilities Financing	Positions	Cost	Revenue
<b>Salary and Benefit Adjustments</b>	0.00 \$	78,827 \$	0
Adjustments to reflect the annualization of the Fiscal Year 2007 negotiated salary compensation schedule, changes to average salaries, retirement contributions, retiree health contributions, and other benefit compensation.			

# City Planning & Community Investment

## Significant Budget Adjustments

### FACILITIES FINANCING FUND

Facilities Financing	Positions	Cost	Revenue
<b>Non-Discretionary</b> Adjustments to reflect expenses that are determined outside of the Department's direct control. Examples of these adjustments include utilities, insurance, and rent.	0.00 \$	115,699 \$	0
<b>Increase to Retiree Health Care-Other Post-Employment Benefits (OPEB)</b> Addition of funds to be applied towards the total liability for retiree health care.	0.00 \$	30,653 \$	0
<b>Funding for the Enterprise Resource Planning (ERP) System</b> This system will integrate all data and processes of the City's core functions into a unified data system. The ERP will replace independent applications the City has in place that will eliminate the need for external interfaces, provide a range of standardization, reduce maintenance, and allow for greater reporting capabilities.	0.00 \$	11,343 \$	0
<b>Support for Services Provided by the City Auditor and Comptroller</b> Additional funding for department specific support provided by the City Auditor and Comptroller.	0.00 \$	4,504 \$	4,504
<b>Adjustments to Gas Tax and TransNet Revenues</b> Overall Gas Tax and TransNet revenue is projected to increase for Fiscal Year 2008, one percent and three percent respectively. However, some departments realized a reduction in TransNet revenue as the result of the consolidation of the revenue into departments that perform the majority of transportation related activities: General Services - Streets Division, and Engineering and Capital Projects.	0.00 \$	0 \$	8,502
<b>Revised Revenue</b> Adjustment to Fiscal Year 2007 revenue to reflect Fiscal Year 2008 revenue projections.	0.00 \$	0 \$	98,585
<b>Support for Information Technology</b> Funding is allocated according to a zero-based annual review of information technology funding requirements and priority analyses.	0.00 \$	(2,425) \$	0



# City Planning & Community Investment

## Significant Budget Adjustments

### FACILITIES FINANCING FUND

Facilities Financing	Positions	Cost	Revenue
<b>Vacancy Savings</b>	0.00 \$	(38,927) \$	0
Adjustments in personnel expense from positions that are projected to be vacant for a period of time in Fiscal Year 2008 due to personnel transition and salary differentials for new employees.			
<b>Savings from Business Process Reengineering (BPR) and the Five-Year Financial Outlook</b>	(1.00) \$	(104,003) \$	0
Expenditure adjustments in personnel and non-personnel expenses as a result of position reductions and BPR.			

## Expenditures by Category

	FY 2006 BUDGET	FY 2007 BUDGET	FY 2008 PROPOSED
<b>PERSONNEL</b>			
Salaries & Wages	\$ 5,101,843	\$ 5,194,817	\$ 7,638,624
Fringe Benefits	\$ 2,254,214	\$ 2,296,774	\$ 3,911,921
<b>SUBTOTAL PERSONNEL</b>	\$ 7,356,057	\$ 7,491,591	\$ 11,550,545
<b>NON-PERSONNEL</b>			
Supplies & Services	\$ 1,326,222	\$ 1,404,901	\$ 7,157,724
Information Technology	\$ 322,739	\$ 345,868	\$ 178,638
Energy/Utilities	\$ 159,813	\$ 120,517	\$ 93,914
Equipment Outlay	\$ 58,745	\$ 58,745	\$ 61,149
<b>SUBTOTAL NON-PERSONNEL</b>	\$ 1,867,519	\$ 1,930,031	\$ 7,491,425
<b>TOTAL</b>	\$ 9,223,576	\$ 9,421,622	\$ 19,041,970

## Revenues by Category

	FY 2006 BUDGET	FY 2007 BUDGET	FY 2008 PROPOSED
<b>GENERAL FUND</b>			
Licenses and Permits	\$ 658,545	\$ 906,309	\$ 797,309
Revenue from Other Agencies	\$ -	\$ -	\$ 106,298
Charges for Current Services	\$ 1,441,548	\$ 1,125,092	\$ 2,700,483
Transfers from Other Funds	\$ 1,004,205	\$ 1,004,205	\$ 115,688
<b>TOTAL</b>	\$ 3,104,298	\$ 3,035,606	\$ 3,719,778

# City Planning & Community Investment

## Salary Schedule

### GENERAL FUND

#### City Planning and Community Investment

<i>Class</i>	<i>Position Title</i>	<i>FY 2007 Positions</i>	<i>FY 2008 Positions</i>	<i>Salary</i>	<i>Total</i>
1104	Account Clerk	0.00	<b>1.00</b>	\$ 37,878	\$ 37,878
1105	Administrative Aide I	0.00	<b>1.00</b>	\$ 43,820	\$ 43,820
1106	Sr Management Analyst	1.00	<b>2.00</b>	\$ 70,802	\$ 141,604
1107	Administrative Aide II	2.00	<b>2.00</b>	\$ 50,686	\$ 101,372
1207	Asst Engineer-Traffic	2.00	<b>2.00</b>	\$ 69,485	\$ 138,969
1218	Assoc Management Analyst	0.00	<b>2.00</b>	\$ 64,539	\$ 129,077
1227	Assoc Planner	10.00	<b>9.00</b>	\$ 65,371	\$ 588,341
1233	Assoc Engineer-Traffic	4.00	<b>4.00</b>	\$ 80,212	\$ 320,848
1348	Info Systems Analyst II	1.00	<b>1.00</b>	\$ 64,621	\$ 64,621
1350	Community Development Coord	0.00	<b>3.00</b>	\$ 93,206	\$ 279,618
1352	Community Development Spec II	0.00	<b>9.00</b>	\$ 63,258	\$ 569,322
1354	Community Development Spec IV	1.00	<b>8.00</b>	\$ 80,562	\$ 644,496
1401	Info Systems Technician	0.00	<b>0.20</b>	\$ 50,995	\$ 10,199
1535	Clerical Assistant II	3.50	<b>4.50</b>	\$ 35,402	\$ 159,307
1622	Biologist III	1.00	<b>1.00</b>	\$ 74,563	\$ 74,563
1638	Park Designer	0.00	<b>3.00</b>	\$ 80,604	\$ 241,811
1648	Payroll Specialist II	1.00	<b>1.00</b>	\$ 41,507	\$ 41,507
1727	Principal Engineering Aide	2.00	<b>2.00</b>	\$ 60,485	\$ 120,969
1746	Word Processing Operator	1.00	<b>3.00</b>	\$ 37,845	\$ 113,535
1751	Project Officer I	0.00	<b>1.00</b>	\$ 79,940	\$ 79,940
1752	Project Officer II	0.00	<b>1.00</b>	\$ 91,809	\$ 91,809
1872	Sr Planner	18.75	<b>16.75</b>	\$ 77,900	\$ 1,304,824
1876	Executive Secretary	1.00	<b>1.00</b>	\$ 52,009	\$ 52,009
1878	Sr Traffic Engineer	3.00	<b>3.00</b>	\$ 92,844	\$ 278,532
1879	Sr Clerk/Typist	0.00	<b>1.00</b>	\$ 43,313	\$ 43,313
1917	Supv Management Analyst	1.00	<b>1.00</b>	\$ 80,610	\$ 80,610
1926	Info Systems Analyst IV	1.00	<b>2.00</b>	\$ 80,290	\$ 160,580
2172	Planning Director	1.00	<b>1.00</b>	\$ 160,000	\$ 160,000
2214	Deputy Director	2.00	<b>3.00</b>	\$ 117,623	\$ 352,868
2234	Principal Planner	1.00	<b>1.00</b>	\$ 83,778	\$ 83,778
2270	Program Manager	2.00	<b>2.00</b>	\$ 88,372	\$ 176,744
2272	Homeless Services Coordinator	0.00	<b>1.00</b>	\$ 78,035	\$ 78,035
	Vacancy Factor Adjustment	0.00	<b>0.00</b>	\$ -	\$ (393,492)
	Bilingual - Regular	0.00	<b>0.00</b>	\$ -	\$ 1,568
	Overtime Budgeted	0.00	<b>0.00</b>	\$ -	\$ 77,045
	Reg Pay For Engineers	0.00	<b>0.00</b>	\$ -	\$ 111,603

City of San Diego  
Fiscal Year 2008 Proposed Budget

# City Planning & Community Investment

## Salary Schedule

### GENERAL FUND

#### City Planning and Community Investment

<i>Class</i>	<i>Position Title</i>	<i>FY 2007 Positions</i>	<i>FY 2008 Positions</i>	<i>Salary</i>	<i>Total</i>
	Temporary Help	0.00	0.00	\$ -	\$ 5,957
	<b>Total</b>	60.25	93.45	\$	<b>6,567,580</b>

### FACILITIES FINANCING FUND

#### Facilities Financing

<i>Class</i>	<i>Position Title</i>	<i>FY 2007 Positions</i>	<i>FY 2008 Positions</i>	<i>Salary</i>	<i>Total</i>
1106	Sr Management Analyst	8.00	7.00	\$ 70,802	\$ 495,615
1218	Assoc Management Analyst	2.00	2.00	\$ 64,538	\$ 129,076
1727	Principal Engineering Aide	2.00	2.00	\$ 60,484	\$ 120,968
1746	Word Processing Operator	1.00	1.00	\$ 37,845	\$ 37,845
1879	Sr Clerk/Typist	1.00	1.00	\$ 43,313	\$ 43,313
1917	Supv Management Analyst	2.00	2.00	\$ 80,610	\$ 161,219
2270	Program Manager	1.00	1.00	\$ 96,117	\$ 96,117
	Vacancy Factor Adjustment	0.00	0.00	\$ -	\$ (32,525)
	Ex Perf Pay-Classified	0.00	0.00	\$ -	\$ 3,696
	Overtime Budgeted	0.00	0.00	\$ -	\$ 15,720
	<b>Total</b>	17.00	16.00	\$	<b>1,071,044</b>

<b>CITY PLANNING AND COMMUNITY INVESTMENT TOTAL</b>	77.25	109.45	\$	<b>7,638,624</b>
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# City Planning & Community Investment

## Revenue and Expense Statement (Non-General Fund)

### FACILITIES FINANCING FUND 10250

	FY 2006* BUDGET	FY 2007* BUDGET	FY 2008* PROPOSED
<b>BEGINNING BALANCE AND RESERVE</b>			
Balance from Prior Year	\$ 253,228	\$ 282,920	\$ 267,000
<b>TOTAL BALANCE</b>	\$ 253,228	\$ 282,920	\$ 267,000
<b>REVENUE</b>			
Facilities Benefit Assessments and Development Impact Fees	\$ 1,627,762	\$ 1,843,912	\$ 1,879,604
Interest on Investments	\$ 13,600	\$ 13,000	\$ 18,300
Miscellaneous Revenue	\$ 2,200	\$ 2,000	\$ 1,500
Sales Tax Allocation	\$ 35,000	\$ -	\$ -
Services Rendered to Others	\$ 318,959	\$ 306,803	\$ 369,400
TransNet Revenue	\$ 126,263	\$ 126,263	\$ 134,765
<b>TOTAL REVENUE</b>	\$ 2,123,784	\$ 2,291,978	\$ 2,403,569
<b>TOTAL BALANCE AND REVENUE</b>	\$ 2,377,012	\$ 2,574,898	\$ 2,670,569
<b>OPERATING EXPENSE</b>			
Non-Personnel Expense	\$ 900,448	\$ 912,505	\$ 1,041,626
Personnel Expenses	\$ 1,476,564	\$ 1,662,393	\$ 1,628,943
<b>TOTAL OPERATING EXPENSE</b>	\$ 2,377,012	\$ 2,574,898	\$ 2,670,569
<b>TOTAL EXPENSE</b>	\$ 2,377,012	\$ 2,574,898	\$ 2,670,569
<b>BALANCE</b>	\$ -	\$ -	\$ -
<b>TOTAL EXPENSE, RESERVE AND BALANCE</b>	\$ 2,377,012	\$ 2,574,898	\$ 2,670,569

\* At the time of publication audited financial statements for Fiscal Year 2006 were not available. Therefore, the Fiscal Years 2006 and 2007 columns reflect final budget amounts from the Fiscal Year 2006 and 2007 Annual Budgets. As such, balances and reserves do not reflect carryover from the previous fiscal year.

